Tompkins County Tourism Program

Community Celebrations Grant Program
APPLICATION GUIDELINES
Fall 2014

Deadline

Grant applications must be received by **11am, Friday, September 19th**. Email to Tom Knipe, tknipe@tompkins-co.org, 607-274-5560.

Summary of Funding Opportunity

Community Celebrations Grants are awarded twice a year by Tompkins County to support events in our community that convey our unique culture and history. These grants allow us to dig into our past, to educate the public about our cultural inheritances, to give residents a way of understanding and enjoying local culture, and to expand contemporary local culture in ways that are informative, educational, and just plain fun. These grants are available to any recognized community within the County, including municipalities and other government entities; traditional, cultural, and ethnic organizations; and groups that hope to build on historical, architectural, musical, culinary, agricultural, and/or cultural traditions by providing venues for local performers and local products.

The goal of these grants is to enhance the quality of life for residents. Carnival-type events or attractions are not typically funded. Community Celebrations Grants are funded by a room occupancy tax collected by hotels and B&Bs in Tompkins County. This is one of several grant programs of the Tompkins County Tourism Program, for which the Strategic Tourism Planning Board provides oversight and strategic direction.

A celebration is an event, program, or series of events endorsed by a municipality that is free and open to all, and is planned by community members as a benefit to the community. A celebration is also defined as an observance, commemoration, jubilation, inauguration, presentation, or any other "red letter day" or salute that has meaning for the community. A community is a recognized municipality, or a part thereof, within Tompkins County, a traditional, cultural, and/or ethnic organization; and groups that hope to build on historical, architectural, musical, culinary, agricultural, and/or cultural traditions.

Contact

Tom Knipe, Senior Planner/Tourism Coordinator, tknipe@tompkins-co.org, 607-274-5560
Applications forms available at: http://tompkinscountyny.gov/tourism

General Guidelines

All events must be free and open to the public without discrimination.

The grant review committee will ask the question: **is this event a real celebration that builds community**? That is the question that applicants should also address.

The review committee encourages applicants to think of all the ways life here is made richer by the area's history, folk life, architecture, ethnic heritage, and historic events. Grant applications will be reviewed by a number of committees, and awards will be made by the Tompkins County Legislature.

Applicants are encouraged to source goods and services locally.

Funds Available

Individual grants may be requested for up to $2,000. In exceptional situations, an application may be made to exceed this amount, but strong reasons must be given to support such a request. The minimum request is for $500. Award payments will be paid directly to municipalities; successful grant applicants should contact their individual municipality for payment instructions. All unspent funds will be returned to the County.

Fundable expenses include, but are not limited to:

- Local artists, performers, or providers of cultural programming

- Support for volunteers

- Certain professional services needed to produce a successful Celebration

- Educational materials

- Food is fundable only if it is related to the theme of the event, and is demonstrated to the audience. Example: if the event celebrates Italian culture, then the grant could be used for the purchase of Italian food and a cooking demonstration

- Reusable banners

Ineligible expenses

- Bounce houses, carnival type rides, gifts, fireworks, building repairs or alterations, prizes

- Staff time

Details

- **Under New York State Law, not all entities are eligible to receive funding from County government.** For example, Tompkins County government may only award a grant to another municipality or certain not-for-profit agencies. Before completing the application, please consult with your accountant or attorney to confirm that your organization is eligible to receive money from a County government. For-profit organizations are not eligible to receive a grant.

- Events that exclusively promote religious traditions are ineligible.

- Award decisions are made twice annually on a competitive basis. A previous award for the same event does not guarantee future funding.

- Preference will be given to applications containing components of local culture, heritage, and/or history.

- The celebration must take place in Tompkins County.

- Applicants must demonstrate a financial match of at least 50%. The match can be met through cash support from other sources, event revenues, and/or in-kind contributions.

- Donated goods and professional services may be considered in-kind contributions.

- Volunteer time may be included towards a calculation of in-kind contributions only where this time would otherwise need to be replaced by paid staff time or paid professional services. General event volunteers, such as registration volunteers or organizing committee members, may NOT be counted towards in-kind support for the purposes of demonstrating a match, but the time contributed by a volunteer event organizers, photographers, massage therapists, face painters, musicians, etc. may be counted. Where the specific value of the service is not estimated directly by the service provider, use an estimate of $21.79 per hour[1].

- The value of donated goods will be their estimated retail value.

Ineligibility for future funding

Organizations failing to acknowledge support from the Tompkins County Tourism Program will become ineligible for future funding.

Organizations failing to furnish a grant report within 30 days of the completion of the Celebration will become ineligible for future funding.

Schedules - When to apply:

Submit an application in the **Spring Community Celebrations Grant Round** if the event occurs between May and December (of the year of application)

Submit an application in the **Fall Community Celebrations Grant Round** if the event occurs between January and April (of the next year)

Review Committee

A review committee from the Strategic Tourism Planning Board (STPB) will evaluate requests for grants. It will be chaired by the County Historian, and will have at least three members of the STPB and one member of the Economic Development Committee (EDC) of the Tompkins County Legislature. The review committee is responsible for presenting a recommendation for the allocation of Community Celebration Grant funds to the STPB, which will then make a recommendation to the EDC.

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[1] This is an independent estimate of the value of volunteer time in the United States in 2011. Source: Independent Sector. http://www.independentsector.org/volunteer_time

Evaluation Criteria

The review committee will score applications based on an assessment of how well an application meets the following criteria:

Cultural and Historic Value
- The event is a real celebration that builds community
- Significant historical educational elements are incorporated
- Components of local heritage or culture are highlighted

Community Value
- Demonstrates broad and deep community support through partnerships, financial and in-kind contributions, and volunteers
- Supports local talent and performers, and sources locally grown food, local manufactured products and services from local businesses
- Tradition: demonstrates a history of importance to the community
- For new celebrations, demonstrates a compelling vision and innovative addition to local festival offerings
- Demonstrates coordination with other partners of the Tompkins County Tourism Program

Clarity of Application
- A detailed and interesting description of the celebration is provided
- A clear and complete budget that identifies all event costs, projected revenue, in-kind support and what part of the event the grant would be used for, is presented
- A means of measuring attendance is provided
- No information is missing, and the application is free of grammatical and numerical mistakes
- The application is submitted in the format requested

Ability to Deliver
- Demonstrates organizational capacity to produce a successful celebration
- Offers an event plan
- Demonstrates evidence of reflection, learning and adjustment from past events
- Demonstrates evidence of using technical assistance provided by the Tompkins County Festivals Program

Diversity
- Promotes social diversity and inclusion
- Promotes geographic diversity in the distribution of Community Celebrations grant funds

Sustainability
- Employs sustainable event management practices
- Actively promotes environmental sustainability

Assistance - Tompkins County Festivals Program

Grant applicants are strongly encouraged to take advantage of resources provided by the Tompkins County Festivals Program. The following resources may be available for your Tompkins County-based celebration.

- Annual event management workshops – various topics. Led by the Downtown Ithaca Alliance and Tompkins County Tourism Program.

- Technical event assistance. Topics of individualized technical assistance include, but are not limited to: budgeting and fundraising, site planning and permitting, volunteer management, site management, succession planning, etc.

- Event equipment loan service.

- Tompkins County event vendor lists.

- Tompkins County event planning manual.

For more information, visit the Tompkins Festivals website at www.tompkinsfestivals.com or contact Tompkins Festivals Program Coordinator Vicki Taylor-Brous at the Downtown Ithaca Alliance, vickit@downtownithaca.com.

Assistance – Grant Administrator

Please call or email the grant administrator if you have any questions or need help putting together your application. We welcome and encourage you to submit a draft of your application for review and comment by the grant administrator, before you submit your final application. Drafts received at least 10 days before the final grant deadline will receive written comments.

Important Notes

All grant recipients must acknowledge the Tompkins County Tourism Program in advertising, collateral and promotional materials with the following phrase**:**

> ***This program was made possible by a grant from the Tompkins County Tourism Program.***

Or, if more appropriate, you may recognize the Tourism Program with this phrase:

> ***This program was made possible, in part, by a grant from the Tompkins County Tourism Program.***

A logo is available for web-based purposes on the Tourism Program website: http://www.tompkinscountyny.gov/tourism/

Grant recipients must submit a grant report within 30 days of the completion of the project. In the absence of a report, funding requests by the same organization will not be considered for the next two years.

A .pdf file of the completed application form should be emailed to Tom Knipe at the Tompkins County Planning Department - tknipe@tompkins-co.org - by 11am Friday, September 19th. The application may also be submitted by hand or by mail by the same time and date to the Tompkins County Planning Department at 121 East Court Street, Ithaca, New York 14850. Upon submission, applicants will receive an email confirmation of receipt.

Applicants must also deliver one copy of the application to the municipality where the event will take place. Funds for successful applications will be sent directly to the municipality, not to individuals or groups.

Copy to the Municipality
In addition to submitting your grant applications to Tompkins County Planning Department, you must send one copy of your application to the village, town, or city office where your event will take place. Addresses are listed below. *Example: if your event takes place at Stewart Park, then you would send one copy to the City of Ithaca. If it takes place inside the Groton Fire Department, then you must send one copy to the Town of Groton.* If you are unclear on this requirement, please contact the Tompkins County Planning Department.

No letter of endorsement is required.

- [ ] City of Ithaca, Mayor's Office, 108 East Green Street, Ithaca, NY 14850

- [ ] Town of Caroline, Town Clerk, PO Box 136, 2670 Slaterville Rd., Slaterville Springs, NY 14881

- [ ] Town of Danby, Town Clerk, 1830 Danby Road, Ithaca, NY 14850

- [ ] Town of Dryden, Town Clerk, 93 East Main Street, Dryden, NY 13053

- [ ] Town of Enfield, Town Clerk, 168 Enfield Main Road, Ithaca, NY 14850

- [ ] Town of Groton, Town Clerk, 101 Conger Boulevard, PO Box 36, Groton, NY 13073

- [ ] Town of Ithaca, Town Clerk, 215 N. Tioga Street, Ithaca 14850

- [ ] Town of Lansing, Town Clerk, Box 186, Lansing, NY 14882

- [ ] Town of Newfield, Town Clerk, 166 Main Street, Newfield, NY 14867

- [ ] Town of Ulysses, Town Clerk, 10 Elm Street, Trumansburg, NY 14886

- [ ] Village of Cayuga Heights, Village Clerk, 836 Hanshaw Road, Ithaca, NY 14850

- [ ] Village of Dryden, Village Clerk, 16 South Street, PO Box 820, Dryden, NY 13053

- [ ] Village of Freeville, Village Clerk, PO Box 288, 5 Factory Street, Freeville, NY 13068

- [ ] Village of Groton, Village Clerk ,108 East Cortland Street, PO Box 100, Groton, NY 13073

- [ ] Village of Lansing, Village Clerk, 2405 N. Triphammer Road, Ithaca, NY 14850

- [ ] Village of Trumansburg, Village Clerk, 56 East Main Street, PO Box 718, Trumansburg, NY 14886-0718

APPLICATION FORM: FALL 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:
- ❑ Read the Application Guidelines prior to completing this application
- ❑ Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- ❑ Provide a complete budget. An Excel version of the budget form is online here: www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.
- ❑ **Email a .pdf file of this completed application by 11am, Friday, September 19th, 2014** to: tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- ❑ **Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name:	Municipality where Celebration will take place:
Expected Attendance/Participation:	Date(s):
Group requesting grant (organizer):	Amount requested: $
Event Contact Name:_____ Phone_____ Address:_____ Email_____	

1. Describe your celebration in a few sentences.
2. What is the history of the event (ie, number of years it has occurred)?
3. What aspects of the community's culture or history are you celebrating?
4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

5. How will you measure attendance, benefits, and success of the event?

6. List local partners and entities that will assist with the event, and what they will provide.

7. List the board of advisors.

8. How many people might be expected to attend, and how will you promote the celebration?

9. What measures will you take to promote diversity and inclusion through your celebration?

10. What measures will you take to promote/practice environmental sustainability through your celebration?

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Community Celebrations Grant Report Form

Note to applicants: This report must be completed by the event organizer within one month after the event is held or the project is complete. Failure to submit a report on-time will jeopardize future eligibility.

$_____

_____
Name of Celebration Event

_____
Name of Person Completing This Report

_____
Date of Event

1. Approximate attendance: _____

2. How did you measure attendance and was the method effective? Why?

3. Did your actual expenses differ from your budgeted expenses? How and why? Attach a copy of actual expenses paid using the attached Grant Expense form.

4. How did you market the celebration and what was the most successful method.

5. What did you learn this year that will help you put on a better celebration in the future? What would you do differently next time?

6. What else would you like the Strategic Tourism Planning Board or other event planners to know about your event?

Please return this completed report to tknipe@tompkins-co.org OR via mail to:
Tom Knipe
Tompkins County Planning Department
121 East Court St.; Ithaca, NY 14850
Email submission is strongly preferred.